ED 215 380 RESEARCH QUESTIONS, METHODS AND THEORETICAL PERSPECTIVES REPRESENTED IN TELEVISION CONTENT RESEARCH.

1 OF 1 BUSBY, LINDA J.

NOV 81 29P.

DOCUMENT RESUME

ED 215 380 CS 503 800

AUTHOR	Busby, Linda J.
TITLE	Research Questions, Methods and Theoretical Perspectives Represented in Television Content Research.
PUB DATE	Nov 81
NOTE	29p.; Paper presented at the Annual Meeting of the Speech Communication Association (67th, Anaheim, CA, November 12-15, 1981).
EDRS PRICE	MF01/PC02 Plus Postage.
DESCRIPTORS	Blacks; *Characterization; Children; Childrens Television; *Content Analysis; Females; Higher Education; News Reporting; Older Adults; Political Issues; *Programing (Broadcast); *Research Methodology; Sex Role; *Television Research; Violence

ABSTRACT

The bibliography on analyses of television programing provided in this paper indicates the types of content analyses that have been conducted on television programing over much of the last 30 years. Compiled after a review of relevant books and the back issues of "Journal of Communication," "Journal of Broadcasting," and "Journalism Quarterly," the bibliography is subdivided into various research areas to identify easily not only the research areas but also the quantity of research in each area. Categories include (1) content study, (2) television, (3) black images on television, (4) children's television programing, (5) news content, (6) old age on television, (7) political content, (8) sex role content analyses, (9) soap operas, (10) violence on television, and (11) miscellaneous. The studies have been cross-referenced across categories where applicable. An essay preceding the bibliography focuses on the methodology and theoretical perspectives underlying content analyses of television programing. (RL)

****

* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *

****

ED215380

U.S. DEPARTMENT OF EDUCATION
NATIONAL INSTITUTE OF EDUCATION
EDUCATIONAL RESOURCES INFORMATION
CENTER (ERIC)

☑ This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

- Points of view or opinions stated in this document do not necessarily represent official NIE position or policy.

RESEARCH QUESTIONS, METHODS AND THEORETICAL PERSPECTIVES REPRESENTED IN TELEVISION CONTENT RESEARCH

"PERMISSION TO REPRODUCE THIS
MATERIAL HAS BEEN GRANTED BY
Linda J. Busby

TO THE EDUCATIONAL RESOURCES
INFORMATION CENTER (ERIC)."

LINDA J. BUSBY
ASSOCIATE PROFESSOR
DEPARTMENT OF COMMUNICATION ARTS
HUMANITIES BUILDING
UNIVERSITY OF SOUTH ALABAMA
MOBILE, ALABAMA 36688

PAPER PRESENTED AT THE ANNUAL
MEETING OF THE SPEECH COMMUNICATION
ASSOCIATION, ANAHEIM, CALIFORNIA,
November 12-15, 1981

CS503800

There are two types of content analysis--quantitative and qualitative. Alexander George (in Pool, 16) had defined the quantitative approach as "a statistical technique for obtaining descriptive data on content variables" and the qualitative approach as an "impressionistic procedure for making observations about content characteristics."

Television content has been analyzed because of the belief that we can understand American culture by analyzing the content in America's most popular mass medium. Robert Sklar in Prime Time America (32) wrote: "They went looking for America, said the motorcyclists in Easy Rider, but they couldn't find it anywhere. Well, I've been straddling the living room sofa many an evening of late, searching for the same object on prime-time network television, and I've had better luck, of sorts. I found America . . . ." This belief that we can better understand ourselves and our culture by understanding television content is at the heart of television content analysis.

Research on television content has been conducted for the last three decades. What are the underlying theories that govern content research? What motivates the research? What hypotheses are the researchers testing? In the process of exploring these questions, the paper is divided into several areas: 1) Major research questions in television content study; 2) Methodology in TV content analysis; 3) Theoretical perspectives; 4) Bibliography.

To understand the major research questions, the methodology, and the underlying theory of television content analysis, content research was examined in the following journals: Journal of Communication, 1951-summer 1981 (Vols. 1-31); Journal of Broadcasting, 1956-spring 1981 (Vols. 1-25); and Journalism

Quarterly, 1970-spring 1981 (Vols. 45-58). In addition, relevant books were also examined.

MAJOR RESEARCH QUESTIONS IN TELEVISION CONTENT STUDY

Content analysis as a research method has been accepted only in recent years. Since content analysis frequently includes qualitative as well as quantitative analysis, content analysis was considered to be soft research. In recent years researchers have attempted to develop more rigorous methods for content study: this emphasis on improving the methodology has made content analysis more respectable.

In an article in the Journal of Communication, Morris Janowitz wrote:

> The growth of interest in content analysis has come rather quickly . . . . As late as 1969, in the pages of Public Opinion Quarterly, I was emphasizing the intellectual and organizational barriers to content analysis. Seven years later, the situation in research is noticably different. Content analysis is more of a standard methodology of academic research and it has been used conspicuously in public policy investigations, such as the Kerner Commission. (11)

Janowitz believes that the increased use of content analysis by communication researchers can be attributed largely to the improvements in the research procedures. Most content studies completed in the last decade and published in research journals stress systematic and quantitative procedures for coding the data. In the 1960 issues of Journalism Quarterly, for example, Janowitz found six content studies--only one using systematic and quantitative procedures; in the 1970 issues of Journalism Quarterly, Janowitz found 48 content studies--18 using systematic and quantitative procedures.

Since the 1970s, content research has been a widely accepted method of communication analysis. The major research questions asked in content analysis of television have been:

1) What are the images and roles of television characters--especially, women, minorities, the elderly, and white males?
2) How does television perform in the presentation of news?
3) What is the status of American society as reflected in television content?
4) What is the status of various groups in society as reflected in television content?
5) What kinds of social changes are reflected in televison content?
6) How do the various mass media contribute to the formation of stereotypes of individuals and groups in society?
7) How does television contribute to or detract from various social institutions and processes--the political process, the educational institutions, the acculturation process, business and industry, etc.?

Content analysis is most often sociological in its research questions. The scope of the research deals, in one way or another, with the fabric of society. Janowitz (1968-69) wrote: "In one sense most social scientists are concerned with the analysis of content . . . . Whenever symbolic behavior is being scrutinized, the analysis of content is involved." (12)

The extensive bibliography provided in this paper indicates the types of content analysis that have been conducted on television programming. One of the most heavily researched areas has been that of images and roles of women on television. Other major areas of content analysis have been black images and roles on TV, content of children's programming, news programming, violence on TV, images of old age on TV, and content in TV soap operas. The bibliography is subdivided into the various research areas to indicate easily, not only the research areas but, also the quantity of research in each area.

METHODOLOGY IN TV CONTENT ANALYSIS

The methodology used in content analysis of television has been a major area for controversy. The general procedures for televison content analysis are to video tape the programs, have coders note data about the content, and then, analyze the data. The general procedures are standard; the specific procedures vary widely.

One example of the controversy over methodology is the "Violence Ratings Dialogue"--a four article series in the Journal of Broadcasting (1972-73)(4,5,6,7), which presents differing views on methodologies used in five content studies. Coffin and Tuchman note that in the five content studies of TV programs, the findings vary because the program samples are drawn differently and because the researchers' definitions of violence differ.

Some content studies of violence have included in the sample all programs on prime-time television, while others have excluded all television programs that didnot have storylines--quiz and variety programs, for example. One study defined violence as: "the overt expression of physical force against others or self, or the compelling of action against one's will or pain of hurt or killed." This definition encompassed humorous and farcical violence in comedy programs as well as violence in dramatic programs. Another study defined violence as only fighting, shooting, yelling or killing, while another study defined violence as "physical acts or threat of physical acts by humans designed to inflict physical injury to persons or damage to property."

Since the samples varied and the definitions of violence varied, the findings about violence in television content also varied. Coffin and Tuchman summarized the difficulty in attempting to content analyze violence on television:

> The problem of measurement of violence is at best difficult, because violence definitions must be developed and judgments made in applying those definitions. The problem is even more difficult in the absence of a definition of what kinds and contexts of violence are to be measured if the purpose is to discriminate between what is harmful and harmless violence in order to rate the former. (5)

These sampling and definition problems that are inherent in content analysis of violence on television are also inherent in content coding other types of television programming.

Another methodological controversy has been the selection of coders. Some studies have used "trained coders" and other studies have used untrained coders. Some studies have used a large number of coders while other studies have used only two coders.

Whether coders affect the results of the study is a point for debate. Greenberg and Gordon (131) used three groups of coders in their content analysis of violence on television--a group of professional TV critics, a group from the general public that was given a definition of violence, and a group from the general public that was given no definition of violence. The researchers found a high correlation in the data from the general public groups and between the general public groups and the professional critic groups, indicating little difference between the results of trained and untrained coders.

Busby (1974) (92), in a content analysis of sex roles presented in children's programming, used three sets of coders: a small group of male graduate students, a small group of females who were active in the women's liberation movement, and a large group of undergraduate students. The male graduate students and the female feminists were trained; the undergraduate students were not trained. No significant difference in coding results was found between the three groups when the groups were asked to code only what they observed in the content; a significant difference was found in the coding when the groups were asked to provide subjective information about the content--whether they liked or disliked a particular character, for example.

The issue of coder selection raises some very important questions. How many coders are needed? Should the coders work in pairs, groups or singly? Should varying coder groups be used--groups from varying ideological, political and/or socio-economic backgrounds? These questions need continued debate. As content analysis methodology matures, more information will become available about the various methods for training and interacting with coders. Researchers who utilize content analysis as a methodology should indicate in their papers the specific information about selecting coders and about training coders. This information will aid researchers in selecting the best research methods and in eliminating weak methods. More research is definitely needed for definitive answers.

Another area of controversy in content studies is the coding instrument itself. Many instruments have been developed. Some instruments count numbers of characters or numbers of programs with male or female leading characters or minority characters. Other instruments measure amount of time devoted to various issues and to various characters. Other instruments allow coders to rate characters or actions on a five or seven step scale. The scale frequently has polar choices--strong/weak; old/young; aggressive/not aggressive; etc. Some instruments classify characters by roles--major character/minor character; married/not married; employed/unemployed; highly competent/generally competent/incompetent, etc.

The best instrument for quantifying and qualifying TV content is dependent upon the content to be analyzed and upon the specific research questions that are posed in the study. More debates about content study like the "Violence Ratings Diologues," cited above, are needed to evaluate the instruments that are used in the various studies.

The findings will directly reflect the content categories used in the coding instrument. The researcher engaged in content study must be very careful to specify in the research publication exactly how the measurement instrument was designed. Caution must be used to avoid pushing the findings beyond the limits inherent in the coding instrument and the limits inherent in the sample. The above sentence cannot be overly stressed. The major criticism of content analysis is that the researchers attempt to generalize well beyond the limits of the sample and the coding instrument.

The statistical analysis in most content study is standard and fairly simple--frequency counts, chi square, T-tests, F-tests. Occasionally other types of analysis are used--distance or chi-square for best fit, for example. The statistical analysis is limited by the coding instrument used. The statistical analysis is generally straight forward and has generated little controversy. Numerous sources of information are available for the TV content researcher. The section of the bibliography, "About Content Study," lists a number of useful books and articles on methodology used in content analysis.

Busby (93); Coffin and Tuchman (5); Lynch and Merrill (13); Windhauser and Stemple (20) have discussed the differing methodologies used in content research. As content analysis continues to be used in mass media research, more attention will be paid to comparative methodology and more definitive statements can be made about the best instruments and the best procedures. At this point in the evolution of content analysis, the four crucial questions for the researcher and the reader are: 1) Is the sample truly representative? 2) Does the coding instrument test the research questions? Does it measure the exact content to be analyzed? 3) Is there a method for checking coder reliability? 4) In the analysis process, is the data stretched beyond the limits of the sample and/or the coding instrument?

THEORETICAL PERSPECTIVES

A theory is a working hypothesis given probability by experimental evidence or by factual or conceptual analysis. The major theory underlying all television content analysis is that television is a reflective/projective mirror of American society. By studying television content, the researcher learns about values held by Americans, about attitudes held by Americans, and about American lifestyles. This underlying theory also views television as projecting values, attitudes and lifestyles on Americans.

Television is said to reflect/project American society because its characters are uniquely American from the situation comedy family, to the

New York city cop, to the western hero. Also, television has totally penetrated America, cutting across every socio-economic group, every geographic location and every ethnic group. Television is the most heavily used medium of communication in America. Americans purchase products advertised on TV, children use television characters as models for play activities, Americans name television as a reliable source of news and information, and TV viewing is synonymous with relaxation. There is, in fact, substantial evidence that TV content reflects and projects American society and that, by examining TV content, we are indeed, learning about America (in essence, about ourselves) and we are measuring our performance as individuals, as institutions, and as a society.

Steming from this major underlying theory of content analysis are numerous sub-theories that motivate individual research projects. One sub-theory is that: content analysis will provide a data base for measuring the reflective reality of TV programming. Content analysis becomes a means of testing the performance of TV as a social institution. Numerous content studies of images of women and minorities in the media have measured the accuracy of TV reflections. Some questions that have been asked and answered include: Does the number of women and blacks on TV equal their actual number in society? Do the job roles of women and blacks reflect their actual job roles in society? Are the social issues reflected in TV content real social issues? Does TV reflect and project even greater stereotypes and social injustices than actually exist in society?

Another sub-theory that motivates content analysis is that: the effects that television has on individuals and institutions are directly tied to its content. The content studies have provided a frame for the effects studies and vice versa. If children model behavior that they see on TV (effects study), what kind of behavior will they model (content study)? If children learn sex roles from TV (effects study), what type of sex roles are they learning (content study)? If Americans shape their political opinions from information that they see on TV news (effects study), what kinds of information are they receiving (content study)? If Americans learn about minorities from TV (effects study), what information are they learning about minorities (content study)? Content research has augmented television effects studies; the impact of a medium is directly tied to its content.

Another sub-theory is that: television content analysis provides us with a data base from which we can critique American society. What are the content components of the most popular programs? What goals and values do popular TV characters possess? What products are sold on TV and what advertising pitches are used? What types of characters are idealized on TV? What are the common themes in children's programming? What are the common themes in adult programming? What kind of society is reflected through this content?

Some content research centers around the sub-theory that: content analysis provides the data from which inferences can be made about the communicator. The media gatekeepers--programming executives, writers, producers, advertisers--decide what types of information, entertainment and advertising will be passed on to the TV viewers. Television content reflects, to some extent, the values and attitudes of those who produce and approve it. This sub-theory asserts that by studying TV content, we can speculate about the attitudes and values of TV's content gatekeepers.

Another sub-theory is that: TV content research allows us to make some inferences about television audiences. Do certain types of programs appeal to certain audiences? What are the content components of the various programs that appeal to unique audiences? When audience analysis and content analysis unite, observations can be made about the auditors based on the television programming content that the auditors watch.

Another motivation for television content study is that: media content analysis provides us with a pulse on America. To what extent are American values and lifestyles changing? It is safe to assume that TV content does reflect the society to some extent. Therefore, changes in TV content can serve as a barometer on general social changes. Longitudinal content studies indicate the degree of change that has been introduced into American behavior, attitudes and lifestyles.

Another motivation for television content research is that: content analysis serves as a data base for reforming our institutions. Based on content analysis, what issues are ignored by TV news? What issues are overly stressed on TV? Based on TV content study, what issues are at the heart of our political campaigns? Through TV content study we can evaluate certain of our institutions and measure their overall performance. Regarding this notion that content analysis can be used as data for social reform, Janowitz (1976) wrote: "Content analysis is less a device for mass manipulation and more a mechanism for insuring effective advocacy and for strengthening the process of democracy."(11)

Finally, there is the sub-theory that: content analysis of our mass media will allow us to evaluate our national agendas and to establish new agendas.

Items given the most time on our national network newscasts are the news issues that Americans are likely to view as significant. By studying national/international television news content, researchers can learn something about political, economic and social issues that are being submitted to Americans as priority issues. Through this kind of analysis, researchers can also provide information for establishing new agendas.

These sub-theories that stem from the major theory, that content analysis will reveal to us something about ourselves and our society, have served as the basis for content analysis research. In examining the research that has been completed, we can see these sub-theories functioning.

Much of the research on images of women and minorities in television content has focused on measuring the reflective reality of TV content. Seggar and Wheeler, "World of Work on TV: Ethnic and Sex Representation in TV Drama," (43) is just one example.

The theory that the effects television has on individuals and institutions are directly tied to its content has been proposed in numerous pieces of research. One example is the combination content/effects study completed by Miller and Reeves titled, "Dramatic TV Content and Children's Sex-Role Stereotypes." (104)

Numerous content studies have proposed content analysis as a mechanism for critiqueing American society. Janowitz's paper, "Content Analysis and the Study of Sociopolitical Change," (11) takes an overview of this theory. Gerbner, et al., "The Mainstreaming of America: Violence Profile No. 11," (130) is an example of the theory in action.

Few content studies have attempted to draw direct inferences about the communicator from the television content. Numerous content studies imply that inferences can be drawn about the communicator from the content findings. "Measurement of Network News Bias in the 1972 Presidential Campaign," by Dennis Lowry (86), is one example. "Contrasts in Presidential Campaign Commercials of 1972," by Patrick Devlin, (81) is another example.

The theory that TV content allows us to make some inferences about television audiences is also more frequently implied than tested directly. One example of research that tested the theory is: Baran's "Sex on TV and Adolescent Sexual Self Image." (91)

Gerbner's "Violence Profiles" are samples of research that promulgate the theory that content study allows the researcher to take the pulse of America. Other studies are Bailey's, "The Content of Network Television Prime-Time Special Programming 1948-1968," (24) and Dominick and Pearce's "Trends in Network Prime-Time Programming, 1953-74," (26). Most of the longitudinal content studies attempt to provide information about the changing status of America.

Many content studies are promulgated on the theory of providing a data base for reforming our institutions. Content studies about the media images of women and minorities are examples. Content studies of televison political campaigns are other examples. Content studies of television news also frequently attempt to provide the data that will stimulate change.

Few studies have directly tested the theory that content analysis of our mass media will allow us to evaluate our national agendas and to establish new agendas. Again, this theory is most often implied rather than tested. One example of research that dealt with the theory directly is: "Agenda -Setting Effects of Drug Abuse Public Service Ads," by Schmeling and Wotring(147).

There are, no doubt, other theories or propositions to be tested through content study. But, the major theory and the eight sub-theories presented above are the major hypotheses that motivate content analysis of television. As the bibliography indicates, some of the theories have been tested more than have others. What is needed now is for media researchers to take major overviews of what content analysis has accomplished. The important questions are: What theories can be supported through content analysis? What theories need to be tested further? What areas of content need greater analysis? What have we learned about ourselves and our institutions through the available media content information?

Some researchers have provided overviews of content analysis in several areas of TV programming. These major works that synthesize the numerous studies, will become landmarks for future research. Greenberg's book on Content Analysis of U.S. TV Drama, (27) is one example. Children, Television and Sex-Role Stereotyping by Williams, LaRose and Frost (118) is another example. The Gerbner, et al. "Violence Profiles" (126-130) are yet other examples.

Content analysis has a vital role to play in mass communication research. Content analysis provides us with some interesting theories to test; some of the theories have major implications for social policy setting. Since content analysis has been fully accepted as a research method only in the last decade or so, it needs further development as a research methodology. The outlook is that content analysis will remain as a vital method for media researchers and that as the theories that stem from the research method are tested, we will indeed learn more obout ourselves, our institutions and our society.

BIBLIOGRAPHY

This extensive bibliography is provided to give the reader a clear indication of the types of content analysis that have been conducted on television content. The bibliography is subdivided for two reasons: 1) to indicate the various areas of content study; 2) to allow the reader to locate easily content studies in the various areas. Studies are cross referenced; that is, when a study covers the images of blacks and women, a citation will appear under both "Black Images on TV," and under "Sex-Role Content Analysis." The bibliography covers: Journal of Broadcasting, 1956-spring, 1981 (Vols. 1-25); Journal of Communication, 1951-summer, 1981 (Vols. 1-31); Journalism Quarterly, 1970-spring, 1981 (Vols. 47-58); and, relevant books.

BIBLIOGRAPHY DIVISIONS

ABOUT CONTENT STUDY
ABOUT TELEVISION
BLACK IMAGES ON TV
CHILDREN'S TV PROGRAMMING
NEWS CONTENT
OLD AGE ON TV
POLITICAL CONTENT
SEX-ROLE CONTENT ANALYSIS
SOAP OPERAS
VIOLENCE ON TV
GENERAL

About Content Study

1. Berelson, Bernard. *Content Analysis in Communication Research.* New York: Hafner, 1971.

2. Blank, David M. "Final Comments on the Violence Profile." *Journal of Broadcasting*, 21(3), 1977, pp. 287-296.

3. Budd, Richard; Robert K. Thorp; and, Lewis Donohew. *Content Analysis of Communications*. New York: Macmillan, 1967.

4. Coffin, Thomas E. and Sam Tuchman. "A Question of Validity: Some Comments on 'Apples, Oranges, and the Kitchen Sink." *Journal of Broadcasting*, 17(1), 1972-73, pp. 31-33.

5. Coffin, Thomas E. and Sam Tuchman. "Rating Television Programs for Violence: A Comparison of Five Surveys." *Journal of Broadcasting*, 17(1), 1972-73, pp. 3-20.

6. Eleey, Michael; George Gerbner; and, Nancy Tedesco. "Apples, Oranges and the Kitchen Sink: An Analysis and Guide to the Comparison of 'Violence Ratings.'" *Journal of Broadcasting*, 17(1), 1972-73, pp. 21-30.

7. Eleey, Michael; George Gerbner; and, Nancy Tedesco. "Validity Indeed!" *Journal of Broadcasting*, 17(1), 1972-73, pp. 34-36.

8. Gerbner, George, et al. *The Analysis of Communication Content: Developments in Scientific Theories & Computer Techniques*. New York: Krieger, 1969.

9. Gerbner, George, et al. "One More Time: An Analysis of the CBS 'Final Comments on the Violence Profile.'" *Journal of Broadcasting*, 21(3), 1977, pp. 297-304.

10. Holsti, O. R. *Content Analysis for the Social Sciences & Humanities*. Reading, Massachusetts: Addison-Wesley, 1969.

11. Janowitz, Morris. "Content Analysis and the Study of Sociopolitical Change." *Journal of Communication*, 26(4), 1976, pp. 10-21.

12. Janowitz, Morris. "Harold Lasswell's Contribution to Content Analysis." *Public Opinion Quarterly*, 32, 1968-69, pp. 646-653.

13. Lynch, Melvin D. and John C. Merrill. "Content Analysis--A Probabilistic Approach." *Journal of Communication*, 18(2), 1968, pp. 151-159.

14. McNeil, Jean C. "Imagery of Women in TV Drama: Some Procedural and Interpretive Issues." *Journal of Broadcasting*, 19(3), 1975, pp. 283-288.

15. McNeil, Jean C. "Whose Values?" Journal of Broadcasting, 19(3), 1975, pp. 295-296.

16. Pool, Ithiel de Sola (Ed.). Trends in Content Analysis. Urbana: University of Illinois Press, 1959.

17. Rubinstein, Eli A. "The TV Violence Report: What Next?" Journal of Communication, 24(1), 1974, pp. 80-88.

18. Seggar, John F. "Women's Imagery on TV: Feminist, Fair Maiden, or Maid? Comment on McNeil." Journal of Broadcasting, 19(3), 1975, pp. 289-294.

19. Stone, Phillip J., et al. "The General Inquirer: A Computer System for Content Analysis and Retrieval Based on the Sentence as a Unit of Information." Behavior Science, 7, 1962, pp. 484-498.

20. Windhauser, John W. and Guido Stemple III. "Reliability of Six Techniques for Content Analysis of Social Coverage." Journalism Quarterly, 56(1), 1979, pp. 148-152.

21. Winick, Charles and Mariann A. Winick. "A Procedure for Content Analysis of Television Cartoons." Journal of Broadcasting, 12(1), 1968-69, p. 49.

About Television

22. Adler, Richard (Ed.). Understanding Television: Essays on Television as a Social & Cultural Force. New York: Praeger, 1980.

23. Adler, Richard and Douglas Cater (Eds.). Television as a Cultural Force. New York: Praeger, 1976.

24. Bailey, Robert Lee. "The Content of Network Television Prime-Time Special Programming: 1948-1968." Journal of Broadcasting, 14(3), 1970, pp. 325-336.

25. Comstock, George. TV in America. Beverly Hills, California: Sage Publishing Co., 1980.

26. Dominick, Joseph R. and Millard C. Pearce. "Trends in Network Prime-Time Programming, 1953-74." Journal of Communication, 26(1), 1976, pp. 70-80.

27. Greenberg, Bradley S. (Ed.). Content Analyses of U.S. TV Drama. Norwood, New Jersey: Ablex Publishing Corp., 1981.

28. Lewis, Marlo and Mina Lewis. *Prime Time*. New York: St. Martin, 1970.

29. Newcomb, Horace (Ed.), *Television: The Critical View*. New York: Oxford University Press, 1979.

30. Newcomb, Horace. *TV the Most Popular Art*. Garden City, New York: Doubleday, 1974.

31. Seggar, John F. "Imagery as Reflected Through TV's Cracked Mirror." *Journal of Broadcasting*, 19(3), 1975, pp. 297-300.

32. Sklar, Robert. *Prime-Time America*. New York: Oxford Univ. Press, 1980.

Black Images on TV

33. Chapko, Michael K. "Black Ads Are Getting Blacker." *Journal of Communication*. 26(4), 1976, pp. 175-178.

34. Churchill, Robert. "The Portrayal of Blacks on Network Television." *Journal of Broadcasting*, 15(1), 1970-71, pp. 45-54.

35. Churchill, Robert. "The Presentation of Blacks in Television Network Newscasts." *Journalism Quarterly*, 52(1), 1975, pp. 50-55.

36. Fine, Marlene G; Carolyn Anderson; and, Gary Eckles. "Black English on Black Situation Comedies." *Journal of Communication*, 29(3), 1979, pp. 21-29.

37. Hinton, James L., et al. "Tokenism and Improving Imagery of Blacks in TV Drama and Comedy 1973." *Journal of Broadcasting*, 18(4), 1974, pp. 423-432.

38. Lemon, Judith. "Women and Blacks on Prime-Time Television." *Journal of Communication*, 27(4), 1977, pp. 70-79.

39. Northcott, Herbert C.; John F. Seggar; and, James L. Hinton. "Trends in TV Portrayal of Blacks and Women." *Journalism Quarterly*, 52(4), 1975, pp. 741-743.

40. O'kelly, Charlotte G, and Linda E. Bloomquist. "Women and Blacks on TV." *Journal of Communication*, 26(4), 1976, pp. 179-184.

41. Pride, Richard A. and Daniel H. Clarke. "Race Relations in Television News: A Content Analysis of the Networks." *Journalism Quarterly*, 50(2). 1973, pp. 319-328.

42. Seggar, John F. "Television's Portrayal of Minorities and Women 1971-1975." *Journal of Broadcasting*, 21(4), 1977, pp. 435-446.

43. Seggar, John F. and Penny Wheeler. "World of Work on TV: Ethnic and Sex Representation in TV Drama." Journal of Broadcasting, 17(2), 1973, pp. 201-214.

Children's TV Programming

44. Atkin, Charles and Gary Heald. "The Content of Children's Toy and Food Commercials." Journal of Communication, 27(1), 1977, pp. 107-114.

45. Busby, Linda J. "Defining the Sex-Role Standard in Network Children's Programs." Journalism Quarterly, 51(4), 1974, pp. 690-696.

46. Culley, James D.; William Lazer; and, Charles K. Atkin. "The Experts Look at Children's Television." Journal of Broadcasting, 20(1), 1976, pp. 3-22.

47. Doolittle, John and Robert Pepper. "Children's TV Ad Content: 1974." Journal of Broadcasting, 18(2), 1975, pp. 131-142.

48. Grossman, Gary. The Great Saturday Morning Television Marathon. New York: Dell, 1980.

49. Huston, Aletha C., et al. "Communicating More Than Content: Formal Features of Children's Television Programs." Journal of Communication, 31(3), 1981, pp. 32-48.

50. Long, Michele L. and Rita J. Simon. "The Role and Statuses of Women in children and Family TV Programs." Journalism Quarterly, 51(1), 1974, pp. 107-110.

51. Mayes, Sandra L. and K. B. Valentine. "Sex-Role Stereotyping in Saturday Morning Cartoon Shows." Journal of Broadcasting, 23(1), 1979, pp. 41-50.

52. Miller, Mark M. and Byron Reeves. "Dramatic TV Content and Children's Sex-Role Stereotypes." Journal of Broadcasting, 20(1), 1976, pp. 35-50.

53. O'Kelly, Charlotte G. "Sexism in Children's Television." Journalism Quarterly, 51(4), 1974, pp. 727-723.

54. Reid, Leonard and Herbert Rotfield. "How Informative Are Ads on Children's TV Shows?" Journalism Quarterly, 58(1), 1981, pp. 108-110.

55. Schuetz, Stephen and Joyce N. Sprafkin. "Portrayal of Prosocial and Aggressive Behaviors in Children's TV Commercials." Journal of Broadcasting, 23(1), 1979, pp. 33-40.

56. Turow, Joseph. "Non-Fiction on Commercial Children's Television: Trends and Policy Implications." Journal of Broadcasting, 24(4), 1980, pp. 437-448.

57. Verna, Mary Ellen. "The Female Image in Children's TV Commercials." *Journal of Broadcasting*, 19(3), 1975, pp. 301-310.

58. Welch, Renate L., et al. "Subtle Sex-Role Cues in Children's Commercials." *Journal of Communication*, 29(3), 1979, pp. 202-209.

59. Williams, Frederick; Robert LaRose; and, Frederica Frost. *Children, Television, and Sex-Role Stereotyping*. New York: Praeger, 1981.

News Content

60. Almaney, Adnan. "International and Foreign Affairs on Network Television News." *Journal of Broadcasting*, 14(4), 1970, pp. 499-509.

61. Bailey, George. "Television War: Trends in Network Coverage of Vietnam," 1965-1970." *Journal of Broadcasting*, 20(2), 1976, pp. 147-158.

62. Dominick, Joseph; Alan Wurtzel; and, Guy Lometti. "Television Journalism vs. Show Business: A Content Analysis of Eyewitness News." *Journalism Quarterly*, 52(2), 1975, pp. 213-218.

63. Einsiedel, Edna F. "Television Network News Coverage of the Eagleton Affair: a Case Study." *Journalism Quarterly*, 52(1), 1975, pp. 56-60.

64. Evarts, Dru and Guido H. Stemple III. "Coverage of the 1972 Campaign by TV, News Magazines and Major Newspapers." *Journalism Quarterly*, 51(4), 1974, pp. 645-648.

65. Graber, Doris A. "Is Crime News Coverage Excessive?" *Journal of Communication*, 29(3), 1979, pp. 81-92.

66. Hofstetter, Richard C. and Cliff Zukin. "TV Network Political News and Advertising in the Nixon and McGovern Campaigns." *Journalism Quarterly*, 56(1), 1979, pp. 106-115.

67. Larson, James F. "International Affairs Coverage in U.S. Network Television." *Journal of Communication*, 29(2), 1979, pp. 136-147.

68. Lemert, James B. "Content Duplication by the Networks In competing Evening Newscasts." *Journalism Quarterly*. 51(2), 1974. pp. 238-244.

69. Lent, John A. "Foreign News in American Media." *Journal of Communication*, 27(1), 1977, pp. 46-51.

70. Lindlof, Thomas R. and William R. Canning. "Network News Coverage of the Broadcast Media." *Journalism Quarterly*, 57(2), 1980, pp. 333-337.

71. Lowry, Dennis T. "Agnew and the Network TV News: a Before/After Content Analysis." *Journalism Quarterly*, 48(2), 1971. pp. 205-210.

72. Lowry, Dennis T. "Measures of Network News Bias in the 1972 Presidential Campaign." Journal of Broadcasting, 18(4), 1974, pp. 387-402.

73. Malaney, Gary D. and Terry F. Buss. "AP Wire Reports vs CBS News Coverage of a Presidential Campaign." Journalism Quarterly, 56(3), 1979, pp. 602-610.

74. McClure, Robert D. and Thomas E. Patterson. "Print vs. Network News." Journal of Communication, 26(2), 1976, pp. 23-28.

75. McNulty, Thomas M. "Vietnam Specials: Policy and Content." Journal of Communication, 25(4), 1975, pp. 173-180.

76. Pepper, Robert. "Election Night 1972: TV Network Coverage." Journal of Broadcasting, 18(1), 1973-74, pp. 27-38.

77. Robinson, Michael J. and Karen A. McPherson. "Television News Coverage Before the 1976 New Hampshire Primary: The Focus of Network Journalism." Journal of Broadcasting, 21(2), 1977, pp. 177-186.

Old Age on TV

78. Aronoff, Craig. "Old Age in Prime Time." Journal of Communication, 24(4), 1974, pp. 86-87.

79. Cassata, Mary B.; Patricia A. Anderson; and, Thomas D. Skill. "The Older Adult in Daytime Serial Drama." Journal of Communication, 30(1), 1980, pp. 48-49.

80. Gerbner, George, et al. "Aging with Television: Images on Television Drama and Conceptions of Social Reality." Journal of Communication, 30(1), 1980, pp. 37-47.

Political Content

81. Devlin, L. Patrick. "Contrasts in Presidential Campaign Commercials of 1972." Journal of Broadcasting, 18(1), 1973-74, pp. 17-26.

82. Einsiedel, Edna F. "Television Network News Coverage of the Eagleton Affair: a Case Study." Journalism Quarterly, 52(1), 1975, pp.56-60.

83. Evarts, Dru and Guido Stemple III. "Coverage of the 1972 Campaign by TV, News Magazines and Major Newspapers." Journalism Quarterly, 51(4), 1974, pp. 645-648.

84. Hofstetter, Richard C. and Cliff Zukin. "TV Network Political News and Advertising in the Nixon and McGovern Campaigns." Journalism Quarterly, 56(1), 1979, pp. 106-115.

85. Joslyn, Richard A. "The Content of Political Spot Ads." Journalism Quarterly, 57(1), 1980, pp. 92-98.

86. Lowry, Dennis T. "Measures of Network News Bias in the 1972 Presidential Campaign." Journal of Broadcasting, 18(4), 1974, pp. 387-402.

87. Malaney, Gary D. and Terry F. Buss. "AP Wire Reports vs. CBS News Coverage of a Presidential Campaign." Journalism Quarterly, 56(3), 1979, pp. 602-610.

88. Pepper, Robert. "Election Night 1972: TV Network Coverage." Journal of Broadcasting, 18(1), 1973-74, pp. 27-38.

89. Robinson, Michael J. and Karen A. McPherson. "Television News Coverage Before the 1976 New Hampshire Primary: the Focus of Network Journalism." Journal of Broadcasting, 21(2), 1977, pp. 177-186.

90. Williams, Wenmouth Jr. and William Semlak. "Campaign '76: Agenda Setting During the New Hampshire Primary." Journal of Broadcasting, 22(4), 1978, pp. 531-540.

Sex Roles Content Analysis

91. Baran, Stanley J. "Sex on TV and Adolescent Sexual Self Image." Journal of Broadcasting, 20(1), 1976, pp. 61-68.

92. Busby, Linda J. "Defining the Sex-Role Standard in Network Children's Programs." Journalism Quarterly, 51(4), 1974, pp. 690-696.

93. Busby, Linda J. "Sex-Role Research on the Mass Media." Journal of Communication, 25(4), 1975, pp. 107-131.

94. Dominick, Joseph R. and Gail E. Rauch. "The Image of Women in Network TV Commercials." Journal of Broadcasting, 16(3), 1973, pp. 259-266.

95. Franblau, Susan; Joyce N. Sprafkin; and, Eli A. Rubinstein. "Sex on TV: A Content Analysis." Journal of Communication, 27(2), 1977, pp. 164-170.

96. Goff, David H.; Lynda D. Goff; and, Sara Kay Lehrer. "Sex-Role Portrayals of Selected Female Television Characters." Journal of Broadcasting, 24(4), 1980, pp. 467-478.

97. Greenberg, Bradley, et al. "Sexual Intimacy on Commercial TV During Prime Time." Journalism Quarterly, 57(2), 1980, pp. 211-215.

98. Haskill, Deborah. "The Depiction of Women in Leading Roles in Prime Time Television." Journal of Broadcasting, 23(2), 1979, pp. 191-196.

99. Lemon, Judith. "Women and Blacks on Prime-Time Television." *Journal of Communication*, 27(4), 1977, pp. 70-79.

101. Long, Michele L. and Rita J. Simon. "The Roles and Statuses of Women in Children and Family TV Programs." *Journalism Quarterly*, 51(1), 1974, pp. 107-110.

102. Mayes, Sandra L. and K. B. Valentine. "Sex-Role Stereotyping in Saturday Morning Cartoon Shows." *Journal of Broadcasting*, 23(1), 1979, pp. 41-50.

103. McNeil, Jean C. "Feminism, Femininity and the Television Series." *Journal of Broadcasting*, 19(3), 1975, pp. 259-272.

104. Miller, Mark M. and Byron Reeves. "Dramatic TV Content and Children's Sex-Role Stereotypes." *Journal of Broadcasting*, 20(1), 1976, pp. 35-50.

105. Northcott, Herbert C.; John F. Seggar; and, James L. Hinton. "Trends in TV Portrayal of Blacks and Women." *Journalism Quarterly*, 52(4), 1975, pp. 741-743.

106. O'Donnell, William J. and Karen J. O'Donnell. "Update: Sex-Role Messages in TV Commercials." *Journal of Communication*, 28(1), 1978, pp. 156-158.

107. O'Kelly, Charlotte G. "Sexism in Children's Television." *Journalism Quarterly*, 51(4), 1974, pp. 722-723.

108. O'Kelly, Charlotte G. and Linda E. Bloomquist. "Women and Blacks on TV." *Journal of Communication*, 26(4), 1976, pp. 179-184.

109. Poe, Alison. "Active Women in Ads." *Journal of Communication*, 26(4), 1976, pp. 185-192.

110. Seggar, John F. "Imagery of Women in Television Drama: 1974." *Journal of Broadcasting*, 19(3), 1975, pp. 273-282.

111 Seggar, John F. "Television's Portrayal of Minorities and Women 1971-75." *Journal of Broadcasting*, 21(4), 1977, pp. 435-446.

112. Seggar, John F. and Penny Wheeler. "World of Work on TV: Ethnic and Sex Representations in TV Drama." *Journal of Broadcasting*, 17(2), 1973 , pp. 201-214.

113. Silverman, L. Theresa; Joyce N. Sprafkin; and, Eli A. Rubinstein. "Physical Contact and Sexual Behavior on Prime-Time TV." *Journal of Communication*, 29(1), 1979, pp. 33-43.

114. Sprafkin, Joyce N. and L. Theresa Silverman. "Update: Physically Intimate and Sexual Behavior on Prime-Time Television, 1978-79." *Journal of Communication*, 31(1), 1981, pp. 34-40.

115 . Stocking, Holly S.; Barry S. Sapolsky; and, Dolf Zillman. "Sex Discrimination in Prime Time Humor." *Journal of Broadcasting*, 21(4), 1977, pp. 447-458.

116 . Verna, Mary Ellen. "The Female Image in Children's TV Commercials." *Journal of Broadcasting*, 19(3), 1975, pp. 301-310.

117 . Welch, Renate L., et al. "Subtle Sex-Role Cues in Children's Commercials." *Journal of Communication*, 29(3), 1979, pp. 202-209.

118 . Williams, Frederick; Robert LaRose; and, Frederica Frost. *Children, Television, and Sex-Role Stereotyping*. New York: Praeger, 1981.

Soap Operas

119 . Cantor, Muriel A. "Our Days and Our Nights on TV." *Journal of Communication*, 29(4), 1979, pp. 66-72.

120 . Cassata, Mary B; Thomas D. Skill; and, Samuel Osei Boadu. "In Sickness and In Health." *Journal of Communication*, 29(4), 1979, pp. 73-80.

121 . Fernandez-Callado, Carlos; Bradley S. Greenberg; with, Felipe Korzenny and Charles K. Atkin. "Sexual Intimacy and Drug Use in TV Series." *Journal of Communication,* 28(3), 1978, pp. 30-37.

122 . Fine, Marlene G. "Soap Opera Conversations: The Talk that Binds." *Journal of Communication*, 31(3), 1981, pp. 97-107.

123. Greenberg, Bradley S; Robert Abelman; and, Kimberly Neuendorf. "Sex on the Soap Operas: Afternoon Delights." *Journal of Communication*, 31(3), 1981, pp. 83-89.

124 . Lowry, Dennis T.; Gail Love; and, Malcolm Kirby. "Sex on the Soap Operas: Patterns of Intimacy." *Journal of Communication*, 31(3), 1981, pp. 90-96.

Violence on TV

125 . Blank, David M. "The Gerbner Violence Profile." *Journal of Broadcasting*, 21(3), 1977, pp. 273-279.

126 . Cultural Indicators Research Team. "'The Gerbner Violence Profile'--An Analysis of the CBS Report." *Journal of Broadcasting*, 21(3), 1977, pp. 280-286.

127. Gerbner, George, et al. "Tv Violence Profile No. 8: The Highlights." *Journal of Communication*, 27(2), 1977, pp. 171-180.

128. Gerbner, George, et al. "Cultural Indicators: Violence Profile No. 9." *Journal of Communication*, 28(3), 1978, pp. 176-207.

129. Gerbner, George, et al. "The Demonstration of Power: Violence Profile No. 10." *Journal of Communication*, 29(3), 1979, pp. 177-196.

130. Gerbner, George, et al. "The 'Mainstreaming' of America: Violence Profile No. 11." *Journal of Communication*, 30(3), 1980, pp. 10-29.

131. Greenberg, Bradley S. and Thomas F. Gordon. "Perceptions of Violence in Television Programs: Critics and Publics," in *Television and Social Behavior*, Vol I, *Media Content and Control*. Washington: Government Printing Office, 1972.

General

132. Breed, Warren and James R. DeFoe. "The Portrayal of the Drinking Process on Prime-Time Television." *Journal of Communication*, 31(1), 1981, pp. 58-67.

133. Cantor, Joanne R. "Humor on Television: A Content Analysis." *Journal of Broadcasting*, 20(4), 1976, pp. 501-510.

134. Goldsen, Rose K. "Television's Modes of Address." *Journal of Communication*, 25(2), 1975, pp. 44-49.

135. Greenberg, Bradley, et al. "Three Seasons of Television Characters: A Demographic Analysis." *Journal of Broadcasting*, 24(1), 1980, pp. 49-60.

136. Hanneman, Gerhard J. and William J. McEwen. "Televised Drug Abuse Appeals: a Content Analysis." *Journalism Quarterly*, 50(2), 1973, pp. 329-333.

137. Harvey, Susan E; Joyce N. Sprafkin; and, Eli Rubinstein. "Prime Time Television: A Profile of Aggressive and Prosocial Behaviors." *Journal of Broadcasting*, 23(2), 1979, pp. 179-190.

138. Jeffres, Leo W. and K. Kyoon Hur. "White Ethnics and Their Media Images." *Journal of Communication*, 29(1), 1979, pp. 116-122.

139. Kaufman, Lois. "Prime-Time Nutrition." *Journal of Communication*, 30(3), 1980, pp. 37-46.

140. Le Duc, Don. "Television Coverage of NATO Affairs." *Journal of Broadcasting*, 24(4), 1980, pp. 449-466.

141. Lowry, Dennis T. "Alcohol Consumption Patterns and Consequences on Prime Time Network TV." Journalism Quarterly, 58(1), 1981, pp. 3-8.

142. Polley, Richard W.; Judy Zaichkowsky; and, Christina Fryer. "Regulation Hasn't Changed TV Ads Much." Journalism Quarterly, 57(3), 1980, pp. 438-446.

143. Reeves, Michael G. and Tom W. Hoffer. "The Safe, Cheap and Known: A Content Analysis of the First (1974) PBS Program Cooperative." Journal of Broadcasting, 20(4), 1976, pp. 549-566.

144. Rose, Brian. "Thickening the Plot." Journal of Communication, 29(4), 1979, pp. 81-84.

145. Sambe, John A. "Network Coverage of the Civil War in Nigeria." Journal of Broadcasting, 24(1), 1980, pp. 61-68.

146. Scheer, Chris J. and Sam W. Eiler. "A Comparison of Canadian and American Network Television News." Journal of Broadcasting, 16(2), 1972, pp. 159-164.

147. Schmeling, David G. and Edward Wotring. "Agenda-Setting Effects of Drug Abuse Public Service Ads." Journalism Quarterly, 54(4), 1976, pp. 743-746.

148. Shaheen, Jack C. "The Richard Boone Show: Repertory Theatre on Commercial Television." Journal of Broadcasting, 16(1), 1971-72, pp. 111-120.

149. Topping, _____. "The Cultural Orientation of Certain 'Western' Characters on Television: A Content Analysis." Journal of Broadcasting, 9(4), 1964-65, pp. 291-304.

150. Wander, Philip. "The Angst of the Upper Class." Journal of Communication, 29(4), 1979, pp. 85-88.